

Ecological Forecasting Project Testimonials

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What is the project?

- A communications campaign featuring snackable videos recorded by Principal Investigators (PI) and End Users to increase content engagement and audience awareness of NASA's Applied Sciences Ecological Forecasting projects.
- All videos will be one to two minutes in length with PIs and End Users sharing short stories and bite-sized summaries of their project work as if speaking to a fifth-grade student.
- Ecological Forecasting projects to be highlighted as videos are complete or far along in the process.



FROM SPACE TO SOIL

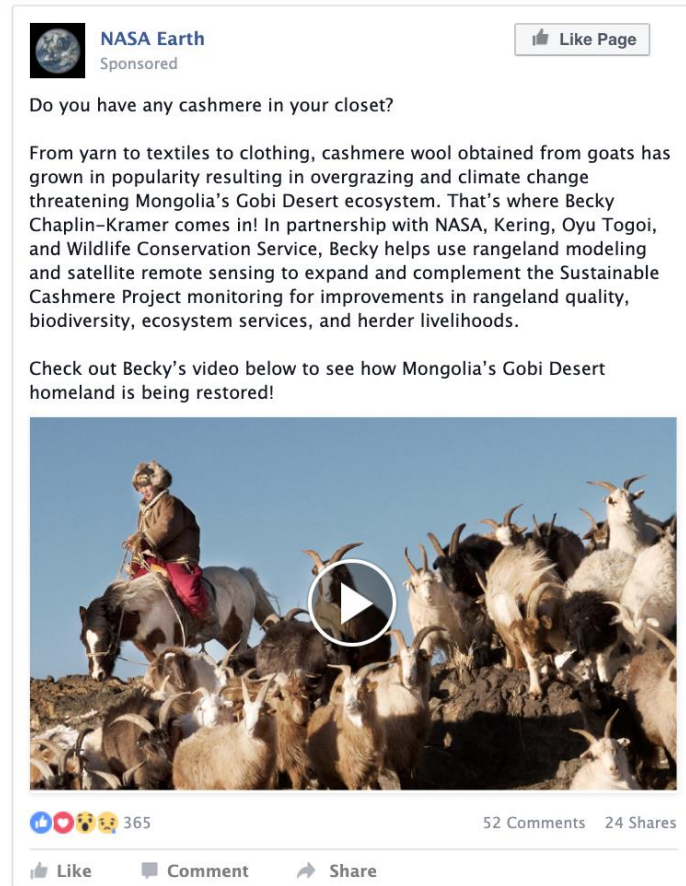
Example of Ecological Forecasting Video Testimonial

Magnolia/Sustainable Cashmere Project: Becky Chaplin-Kramer and Stuart Anstee



FROM SPACE TO SOIL

How will the videos be promoted on social media?



Facebook



Twitter



Instagram Story

How can I get involved?

- Reach out to Keith Gaddis if you are interested in filming a video about your Ecological Forecasting project.
- Once Keith approves and agrees that your project is ready to be shared, you will be emailed supporting resources to help you record your video, such as:
 - A video example
 - Interview prompts
 - A virtual background
 - Tips and tricks for speaking to the camera and recording your video



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Thank You.

For further questions, please contact
us at 301.995.7519

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